

Grundtvig Learning Partnership Sowing the Learning Seeds

SUMMARY OF THE WORKSHOP “Involving outstanding learners in learning promotion” 6 Oct 2011, Tallinn, Estonia

The workshop started with a brief overview by Sirje Plaks and Külliki Steinberg of the activities of AEAE Andras and the Adult Learners' Week (ALW). They also explained what the ways of cooperation with media are and how it works in Estonia.

Marika Kaasik, the member of the initiative group of Adult Learners' Forum introduced the structure and functions of the learners' movement.

The learners' voice was heard as two recognised learners Egon Erkmann and Hille Schaffrik told their stories about what recognition has meant for them and what are they doing to disseminate their positive experience.

Lehte Tuuling, the former regional coordinator of ALW, gave the organisers' perspective of ALW in Lääne-Viru County.

The main focus of the workshop was on the group work were the following questions were answered:

- What means could be used in order to disseminate the learners' stories and experience?

Group 1

- Personal ways of spreading the word:
 - ✓ word of mouth;
 - ✓ ALW/adult learners' festivals;
 - ✓ round table meetings;
 - ✓ Grundtvig mobilities,
 - ✓ forums, toolkits;
 - ✓ street social workers;
 - ✓ global voice advocacy (Ireland);
 - ✓ celebrity spokesperson (both word of mouth and media);
 - ✓ learning bus/boat/train;
 - ✓ men's sheds (example of Ireland).
- Media:
 - ✓ Newspapers;
 - ✓ local/national television and radio (right timing) – interviews, information etc;
 - ✓ publications from adult education organisations;
 - ✓ new media: youtube videos, blogs, facebook, twitter;
 - ✓ celebrity spokesperson.

Group 2

- ✓ website;
- ✓ magazine (article/feature on learners);
- ✓ drama about learners' stories;
- ✓ calendar (each month includes a different learner from each county);
- ✓ using in a group setting/sharing the emotional experience;
- ✓ video clips shared e.g. on youtube;
- ✓ posters (displayed on public transport);
- ✓ exhibitions of adult learners' work;
- ✓ event/conference – include a stand;
- ✓ encourage learners to become tutors/teachers to pass on their skills;
- ✓ support learners to talk on radio/television to share their stories;
- ✓ blog – learners' diary throughout the year;
- ✓ learners provide information on learning opportunities to different organisations and in public places.

- What kind of support do the learners who are willing to tell their story need?

Group 3

See the photo on the next page☺

Group 4

- Personal characteristics:
 - ✓ self-confidence (modesty – need stimulation and motivation);
 - ✓ belief that knowledge is important – personal growth.
- Skills (may be acquired at summer schools etc):
 - ✓ trainings;
 - ✓ presentation and rhetoric;
 - ✓ language – listening.
- Audience:
 - ✓ media coverage (national, local, regional);
 - ✓ international exchange;
 - ✓ feedback (new friends, family, employer etc)
- Finances:
 - ✓ travel costs;
 - ✓ accommodation;
 - ✓ per diem.

- ❖ Comments by Sirje and Marika Kaasik: We were really impressed by the Slovenian example of finding the “lost souls”, e.g. going to places where people meet in order to find the dropouts. We are discussing the possibilities of implementing that in Estonia.

Thank you everyone for your contribution!

